

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

1.946
C 762

CONSUMER TIME

R-27

Reserve

NETWORK: NBC-RED

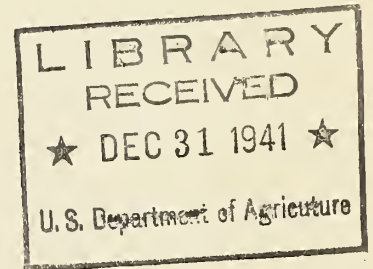
DATE: December 27, 1941

ORIGINATION: WRC

TIME: 12:15-12:30 AM-EST

Produced by Consumers' Counsel Division of the Department of Agriculture,
and presented in cooperation with Defense and non-Defense agencies
of the United States Government working for consumers.

oooOooo



1. ANNOUNCER: This is CONSUMER TIME
2. SOUND: CASH REGISTER - CLOSE DRAWER
3. NANCY: That's your money buying food.
4. SOUND: CASH REGISTER
5. GUNNAR: That's your money paying for a home.
6. SOUND: CASH REGISTER
7. NANCY: That's your money buying clothes and the thousands
of other things you need.
8. GUNNAR: That's you . . . paying for these things . . . money
out of your pockets.
9. SOUND: CASH REGISTER - CLOSE DRAWER



10. ANNOUNCER: CONSUMER TIME today brings you facts that will make your pennies and dollars go farther and buy you more of the things you need. This program is produced by your Consumers' Counsel in the Department of Agriculture, and is presented in cooperation with Defense and non-Defense agencies of the United States Government working for consumers.

Today CONSUMER TIME presents ---

11. GUNNAR: Mrs. America Saves By Sharing!

12. SOUND: FADE IN WASHING MACHINE

13. GUNNAR: Listen, Mrs. America. (PAUSE) What does that sound like?

14. ADAMS: Sounds like a washing machine to me.

15. NANCY: Sounds like my washing machine.

16. FLEMING: I've never heard that noise. Always do my wash by hand.

17. GUNNAR: Well, it is a washing machine. It's your machine down there in Tennessee - and yours, out in Wyoming. It's the machine that's going to do Mrs. America's washing.

18. SOUND: WASHING MACHINE UP . . FADE

19. ADAMS: But my washing machine is all worn out. And I'm just waiting till I can buy a new one.

20. FLEMING: Oh? . . you were planning to buy a new machine?
21. ADAMS: Yes, as soon as I get enough money saved up.
22. GUNNAR: Well, listen to this . . .
23. VOICE: (FILTER) Washington, D.C. October 29, 1941. Office of Production Management orders leading manufacturers of washing machines to cut production twenty percent.
24. VOICE: (FILTER) Washington, D. C. December 12, 1941. Office of Production Management orders manufacturers of washing machines to cut production forty percent.
25. ADAMS: Does that mean I'm not going to be able to buy a new washing machine.
26. GUNNAR: It means that there won't be so many washing machines made.
27. ADAMS: But what am I going to do?
28. GUNNAR: America is at war now. Fewer things like washing machines are going to be made because we need the metals like steel and aluminum and copper and lead to make war materials.
29. ADAMS: Does that mean I shouldn't buy a washing machine?

30. GUNNAR: Not exactly, no. But it means that you should look around to see if there isn't some way you can get along without buying a washing machine. With fewer machines being made, we've got to make those few go a long way, and we've got to make the ones we have do a bigger job . . work for more people.
31. FLEMING: This talk doesn't mean anything to me. I ain't ever had a washing machine.
32. NANCY: Well, I'm sure glad I got my machine when I did.
33. GUNNAR: You two are neighbors?
34. FLEMING: All three of us.
35. GUNNAR: One of you has a washing machine.
36. NANCY: Yes, I have.
37. GUNNAR: And two of you don't.
38. ADAMS: Yes.
39. FLEMING: Unhuh.
40. GUNNAR: Ever think about sharing that one machine?
41. NANCY: (A LITTLE INDIGNANT) Sharing! My washing machine!
42. ADAMS: You mean . . the ones that don't have machines should get together with the ones that do have them?

43. GUNNAR: That's what I'm driving at.
44. FLEMING: Don't sound American to me. Jim and me - we've always paid for what we got.
45. GUNNAR: All right - you can pay for using this. Each of you can pay her own share.
46. NANCY: It still doesn't sound American to me. Here in this country, we've always had the right to have our own things. Passing around what we've got so everybody else uses it is - well, maybe it's democratic, but ---
47. GUNNAR: Hold on there! What is democracy - unless it's sharing? I guess you've never lived in a small town. People there have been sharing ever since America began. Everytime there was an emergency. Since long before an electric washer was ever heard of.
48. SOUND: WASHING MACHINE UP. CROSS FADES TO SOUND OF HAND-
SCRUBBING
49. TESSIE: Susan - fetch me another kittle o' water off the stove.
50. SUSAN: (AWAY) Yes, maw.
51. TESSIE: (SIGHS) I declare - I get so tired o' scrubbin' these clothes ---!
52. SOUND: RAP ON DOOR, OFF.

53. TESSIE: (RAISING VOICE) (TIRED) Come in.

54. SOUND: SQUEAKY DOOR OPENS, OFF

55. TESSIE: (PLEASED SURPRISE) Miranda! How come you ---?

56. MIRANDA: (FADING IN, CONCERNED) Old Miz Phelps is took sick.

57. TESSIE: Took sick!

58. MIRANDA: Turrible sick, Tessie. An' her there alone, pore soul. Nobody knew about it till this mornin'.

59. TESSIE: Well - we got to do somethin'!

60. MIRANDA: Folks is doin' all they can. Ezry Green hitched up his gig an' run over to Centerville fer a doctor. An' Hank Peters is feedin' her livestock.

61. TESSIE: What about feedin' her?

62. MIRANDA: Wal, Mary Trumbull an' I took some broth an' stuff over. Mary's stayin' with her - while I round up some o' the things Miz Phelps needs. Thought mebbe I could borrow yore hot water bottle.

63. TESSIE: Sure can. (LOUDER) Susan - go fetch the hot water bottle.

64. SUSAN: (FADING) All right, Maw.

65. TESSIE: How about bedclothes?

66. MIRANDA: Miz Phelps hasn't got any fresh sheets.

67. TESSIE: Then I'll take a pair o' oun over there - an' bring hers back to stick in the Washtub.
68. MIRANDA: The ones on her bed are kind o' tore in spots.
69. TESSIE: Then I'll patch 'em up. Mebbe Sarah Jones will let me use her foot-treadle sewin' machine.
70. MIRANDA: Sure she would. I'll tell her on my way down the road Tessie, this is mighty good o' you - on yore wash day an' all ---
71. TESSIE: What's that got to do with it - if somebody needs help? Land sakes! I know they'd all do the same for me if I was needful. That's what neighbors are for.

(PAUSE)

72. GUNNAR: Yes, that's what neighbors are for. And that's what goes on every day in neighborly America - whenever there's an emergency.
- Today there is an emergency - a national emergency. America is at war, and every single thing we have is precious. It must do double duty. It must work for us and it must work for our country. We neighbors must pool our resources - everything that will save our materials - our money - our power. You, there - with the washing machine - and you who never had one ---

73. FLEMING: It would save me a good deal of strength if I could borrow a washer.
74. NANCY: But my washing machine's too big to move around from house to house ---
75. GUNNAR: Then why not let the other women come to your house to do their laundry?
76. NANCY: Well, I - I don't know that I want strangers coming into my house.
77. GUNNAR: They're not strangers. They're neighbors. Live right in your own block.
78. NANCY: But all the cost of electricity - and water ---
.
79. GUNNAR: Let them share that cost.
80. NANCY: And what of the wear and tear on the machine?
81. GUNNAR: Let them share that too - all the cost of upkeep and replacement. You know, that machine of yours was built to give a lot more service than it does.
82. NANCY: I know, but ---
83. GUNNAR: Why, in some big apartment houses, where they have a community laundry, all fitted out with washing machines and irons and ironing boards, a machine like that works fifty hours a week - while yours just runs about two hours.

84. NANCY: It does seem sort of unpatriotic to let a useful thing like that stand idle. Maybe - if my neighbors would take good care of it ---
85. GUNNAR: Now you're talking. And maybe they'd have something you could use.
86. FREYMAN: I've got a couple of irons I could bring along.
87. FLEMING: And I've got a curtain stretcher. Jim made it hisself.
88. GUNNAR: Well, I didn't just mean things for washing and ironing. Listen to this, Mrs. America ---
89. SOUND: VACUUM CLEANER
90. GUNNAR: What does that sound like?
91. FREYMAN: A vacuum cleaner. I got one for Christmas.
92. NANCY: I was hoping I'd get one ---
93. FREYMAN: Well, if mine wasn't so new - and a present from my husband ---
94. NANCY: But I'll take good care of it. I'll do just as you're planning to do with my washing machine - chip in my share to keep the vacuum in repair.
95. FREYMAN: But ---
96. FLEMING: So would I.

97. FREYMAN: Well, if it wasn't that my husband had just given it to me ---
98. ADAMS: But surely he must know at a time like this we've all got to work together. That vacuum will help us in the war against waste - help us to take care of the things we have - our rugs and curtains and furniture -
99. FREYMAN: Well, I - I might ask him . . .
100. ADAMS: And I have something I'd like to contribute to this community cleaning project too - a floor polisher.
101. FREYMAN: Why, my husband was just saying he'd like to get hold of one of those. Our floors are getting pretty shabby looking.
102. ADAMS: Well, if you'll let us use your vacuum ---
103. FREYMAN: All right.
104. GUNNAR: That's the spirit, Mrs. America. With that kind of cooperation you won't have anything to worry about when you hear ---
105. VOICE: (ON FILTER) Office of Production Management - Washington, D. C. leading manufacturers of vacuum cleaners ordered to cut production ten percent!

106. GUNNAR: That won't affect you - By sharing, you'll still be able to get your cleaning done all right. But what of your other household tasks? What about this ---?

107. SOUND: SEWING MACHINE

108. FLEMING: A sewing machine! Are they cutting those too?

109. GUNNAR: Not yet - but they may be. If any of you happens to have one ---

110. NANCY: I have.

111. ADAMS: Mines's over at the Red Cross rooms. We've been using it to fix clothes for war relief.
112. GUNNAR: See, you're sharing already. Well, why not start another center -- where people who don't have sewing machines can come and do their own mending?
113. FLEMING: That's one thing that'd help me a lot. I'd have a heap more time to do war work if I could do my family sewing on a machine.
114. FREYMAN: Well -- sounds as if we're going to be taken care of all around!
115. NANCY: But I read in the paper the other day something about refrigerators and stoves . . . they use steel and metals too. Are they going to stop making those?
115. GUNNAR: Here's the story. Listen . . .
116. VOICE: (FILTER) Washington, D. C. Office of Production Management orders stove manufacturers to cut production thirty-five percent from January first to April thirtieth.
117. VOICE: (FILTER) Washington. Office of Production Management orders ice-box production cut thirty-five percent.
118. VOICE: (FILTER) Washington. Manufacturers of electric refrigerators ordered to cut production thirty to fifty-two percent.

119. GUNNAR: And so on, down the line. This doesn't mean that you are not going to be able to buy any of these household articles. It does mean, because we are at war, that you will have to make the ones we have and the ones that are sold go a lot farther. If you have to buy, learn how to buy cooperatively. . in groups. . so that those articles that are made will work for more of you.
120. FLEMING: I remember in the last war . . we did things together. . shared things.
121. GUNNAR: That's the idea. Well, now I'd like to make another suggestion about sharing. Listen ---
122. SOUND: AUTOMOBILE MOTOR STARTS, ON MIKE
123. GIRL: (OFF) Mom! Mom - can I go with you?
124. MOTHER: (OVER MOTOR) No, dear. I'm just going shopping.
125. GIRL: (FADING IN) Why can't I go?
126. MOTHER: 'Cause there won't be room. I'm taking Mrs. Jones with me - and Mrs. Wood - and Mrs. ---
127. GIRL: Why don't they drive their own cars?

128. MOTHER: Because we all have to save cars - and tires - for defense. So all the women in this neighborhood are sharing the cars they have. Now, get off the running board - so I can go.
129. GIRL: But Mom . . .
130. MOTHER: Please, dear. They're waiting for us.
131. SOUND: CAR STARTS UP . . DRIVES AWAY
132. GIRL: Bye, Mom!
- PAUSE)
133. GUNNAR: How about the cars in your neighborhood? How many of them start up every day . . all bound for the same place?
134. ADAMS: You mean . . for market?
135. GUNNAR: Or school . . or work. How many cars right in your own block? And how much could you save by taking turns at the driving?
136. ADAMS: And we could plan how to buy our food in quantities on the way down to the store. That's a swell way to save.
137. FREYMAN: For ourselves and for America, too.

138. NANCY: Well, why don't we check up in our neighborhoods . . find just how many things we have on hand that could be used . . cars, sewing machines and vacuum cleaners and washers . . .
139. GUNNAR: And while you're counting . . don't forget the things that sick people use and need. You could share those, too.
140. NANCY: Well, I have a hospital cot I'd be glad to lend somebody.
141. FREYMAN: There's an idea.
142. ADAMS: I have a heating pad.
143. FLEMING: We've got a pair of crutches . . left from the time Jim broke his leg at the factory.
144. NANCY: And there's an old wheel chair up in our attic.
145. GUNNAR: You see? The old American spirit of sharing isn't quite as dead as you thought it was. Every time there's an emergency . . that's when you come forward, Mrs. America. Well, there's an emergency now.
- And here's someone who can tell you why your help is needed . . your Consumers' Counsel . . Donald Montgomery.

146. MONTGOMERY: Americans today . . just as they did years ago . . are willing to join with their neighbors to help their communities carry on when there is an emergency. In the simpler days of long ago, no one needed to explain that it was necessary or why it was necessary that neighbors and friends pitch in together to help when someone got ill. Everyone understood that each person in the community had a place in that community and had certain responsibilities. When one person was out of the running, his or her responsibilities had to be carried on by the others.

Today our life is a complicated one, and it's more difficult for people to understand why it is so important that we share what we have. Those news items you heard from Washington . . reporting that production of washing machines has been cut . . refrigerators, vacuum cleaners, tires, and so on . . . mean that we no longer are living in normal times.

Those articles . . . household goods . . use the very metals and supplies that are most needed to make war materials . . aluminum, steel, copper, rubber, paper, and so on. War needs come first, so production for home use must be cut. Materials like men, must be drafted by the government . . and drafted quickly.

(MORE)

It's not an easy job to decide how much production must be cut of things we need for everyday living. And it's an even harder job to decide just what to cut. In peace time, we can afford the luxury of hundreds of different models of washing machines and refrigerators and vacuum cleaners. For example, in Milwaukee three years ago a newspaper discovered there were one hundred and thirty four different kinds of washing machines. In war time, that's an extravagance which we cannot afford. Wasteful duplication must stop. Simplification must come in.

And it's more important than ever before that the kinds that are made of these various articles are the ones that will give the best service to consumers for the least expense. Not the finest things that can be made, but the most economical.

These are some of the decisions that Government must make. Experts that know most about the most useful types of this or that article are giving Government the benefit of their experience and research. They have a hard job to do.

But it is up to you to do a job, too. You must make your stoves, your refrigerators, your washing machines last longer by taking care of them. You must make them work for more people. You must share so that everything you have is working full time for you, for your neighbors, and for your country.

147. ADAMS: Well, Mr. Montgomery, I'm going to start a canvass of the food and equipment in our neighborhood just as soon as I get home.
148. MONTGOMERY: A good idea. The sooner, the better.
149. ADAMS: And, tell me - what are you planning for CONSUMER TIME next week?
150. MONTGOMERY: Something I think you'll want to hear: How you can save money on heat - and facts about the bath towels you'll buy in the January white sales.
151. ADAMS: Well, I surely will be listening in - to save on heat and how to buy bath towels.
152. NANCY: We haven't told our listeners what we're going to send them this week.
153. ADAMS: That's right. What are you going to give away?

154. NANCY: A little folder put out by the Consumer Division in Defense . . . telling you some of the things you as Consumers can do to help your country. This bright-colored attractive folder is yours for the asking. Just drop a penny post card to Consumers' Counsel, Department of Agriculture, Washington, D. C. Give us your name and address and the call letters of the radio station to which you are listening. Isn't that right?

155. ANNOUNCER: Sure is, Nancy. Consumers' Counsel, Department of Agriculture, Washington, D. C. A penny postal with your name and address and the call letters of your radio station. Ask for the free folder on consumers in defense.

We hope that all of you will be listening in next week, when CONSUMER TIME brings you more valuable facts from your Consumers' Counsel in the Department of Agriculture - presented in cooperation with defense and non-defense agencies of the United States Government working for consumers.

Heard on today's program were Gunnar Jagdmann, Nancy Ordway, Frances Adams, Nell Fleming, , and your Consumers' Counsel - Donald Montgomery.

CONSUMER TIME has been presented as a public service by NBC and the independent radio stations associated with the Red Network of the National Broadcasting Company.

